



CALPEEK

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BACKERS OF PROP. 172 CAUTIOUSLY OPTIMISTIC.

While Prop. 174, the *school voucher initiative*, has captured the lion's share of publicity during this Nov. 2nd special election cycle, there seems little doubt that Prop. 172, the extension of the 1/2 cent sales tax for public safety purposes, is the one that could have the *most negative* impact on the daily lives of CA citizens if it is **not** approved by voters. And failure of Prop. 172 also will have a highly negative impact upon the political fortunes of Gov. Pete Wilson(R), who has stuck his neck way out to support 172...

...With a week to go before the election, Prop. 172 holds a lead among *likely* voters in the latest Field Poll, with 42% YES to 38% NO; and a 44% YES to 34% NO lead in the L.A. Times poll, among *likely* voters...

...So the polling is a mixed bag for the YES on 172 Cmt. The YES side has its fingers crossed and feels that its strong TV buy these last few weeks, combined with heavy editorial support from the news media, will swing the election. The YES side started its statewide TV Oct. 19th, using LAPD Chief Willie Williams as spokesperson for the L.A. market; Alameda Co. Sheriff Charlie Plummer in the Bay area; and popular County DA Ed Miller in the San Diego area. For Orange Co., the 172 cmt. is going heavy on cable TV with O.C. Sheriff Brad Gates. Orange Co. is a critical area for 172. If the NO vote can be held down in this anti-tax, conservative county, then the YES side has a fair shot at winning overall...

...As for the NO side, there is no organized campaign as such --- no TV, radio, mail, etc., but the opponents of 172 still seem to get their share of free media coverage on talk radio shows and in the print press. Had the NO side any significant funding, 172 might be in big trouble. With a week to go, most sources think 172 will just squeak by...

...FYI: Recently, YES on 172 distributed a mailer to high propensity absentee voters. The mailer's cover features a photo of a woman at an ATM machine, with a rather ominous looking man approaching her. The woman is a professional model, but the guy is none other than political consultant Frank Caterinichio, who works for Butcher, Forde & Mollrich. Stay tuned...

1994 CALPEEK UPDATE: MORE GOP CANDIDATES ARE TESTING WATERS FOR STATEWIDE OFFICES.

Editor's note: Up until 10 days ago, it was nearly impossible to find more than 4 Republican candidates planning to run for Statewide office in 1994. Now, all at once, another group of 4 to 5 GOP hopefuls have begun to test the waters. Here's our report...

...Earlier this year, former Palm Springs Mayor Sonny Bono announced that he planned to challenge veteran GOP U.S. Rep. Al McCandless of Riverside in the June 1994 primary. He'd still like McCandless to step aside for some new blood, but Sonny realizes that this just isn't going to happen. As reported in CALPEEK several weeks ago, Bono is now giving serious consideration to running for Lt. Governor. He told CALPEEK he'll make a decision in about 3 weeks...

...Also looking at LG is GOP Assemblyman Bill Jones of Fresno. Jones hasn't really decided for sure and is also looking at Sec. of State. There is a 3rd option too: retirement from public life without seeking any office in 1994. If Bono and Jones decide to run for LG, it would provide GOP Assemblyman Stan "Split the State" Statham with some stiff competition...

...Also looking at Sec. of State is former Congressman Frank Riggs of Windsor. Riggs told CALPEEK he's looking at 3 different situations: a run to recapture his 1st C.D. seat that he lost in 1992; the SOS job; or perhaps Controller. He'll decide early next month...

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...Then there's Santa Barbara businessman Brooks Firestone, whose name has surfaced as a possible SOS candidate. He's also being mentioned as a possible assembly candidate in the 35th A.D...

...And finally, there is Assemblyman Chuck Quackenbush of San Jose, who is looking at a number of statewide options in 1994, including Insurance Commissioner...

...ON THE DEMO FRONT. Assemblyman Tom Umberg of Orange Co. has formed an exploratory committee for AG. Former O.C. Demo Party chair Howard Adler and UAW leader Bruce Lee are the co-chairs. Umberg also has backing from Speaker Willie Brown and 27 other Legislators, plus lots of cop groups from up and down the State...

- Board of Equalization Chair Brad Sherman is now an official candidate for State Controller. He made his official announcement via news release. He has hired Skelton-Grover & Associates as his consultants and also has hired Troy Edward as campaign finance director...

- State Sen. David Roberti(D-Van Nuys) is eyeing more than just a run at State Treasurer. Sources believe he's also looking at L.A. Co. Sup. Ed Edelman's district...

- Chief Deputy Sec. of State Tony Miller, who has yet to make an *official announcement* of candidacy for SOS, has hired Sacto-based McElroy Communications to direct his campaign. FYI: all of the news releases coming out of the SOS's office now have Miller's name in them as the attributable source --- as opposed to March Fong Eu. Smart move. Stay tuned...

27th A.D. UPDATE: McPHERSON UPSET POSSIBLE.

In the hotly contested special election in the 27th A.D. to replace Sam Farr(D), Republican sources are seeing visions of a political upset in the making Nov. 2nd. In some new polling data released by GOP sources to CALPEEK, Republican Bruce McPherson holds a substantial lead over Santa Cruz Co. Sup. Gary Patton(D), among *high propensity voters*. The poll has McPherson with 51% and Patton with 31%. This very recent survey was conducted by pollster Bob Moore, sample size 300...

...Among a slightly less likely to vote sample, McPherson still leads by a 47% to 33% margin. When all registered voters are thrown into the mix, the contest is dead even. In Santa Cruz Co., Patton's home base, the survey showed him with a 31% favorable to 29% unfavorable rating. Not good news. And among GOP voters in Santa Cruz Co., Patton's marks are downright miserable: 1% favorable, 44% unfavorable...

...What does all this mean?? It means that the Demo GOTV effort has to be absolutely terrific, otherwise McPherson could pull a major upset. Stay tuned...

TWO NEW POLLS SHOW PROP. 174 LOSING BADLY.

It shouldn't come as a major shock, but the latest Field Poll & L.A. Times poll shows that the school voucher initiative, Prop. 174, is way behind. Among *likely* voters, Fields shows 47% are NO and 18% are YES. The LAT polls shows 66% NO to 27% YES. The level of awareness is now at 76%. In August it was 44%...

...These results aren't shocking when you consider how much money is being spent by the NO side. It is estimated that the NO side will outspend the YES side by a margin of **10-to-1** in this multi-million dollar campaign. And it was the money which finally got to YES on 174: consultant Ken Khachigian, who said in part, "The people of Calif. do not oppose school choice --- what they oppose is the horrid caricature that has been bought and paid for by the most maliciously deceitful and intellectually fraudulent campaign I have witnessed in a generation." Needless to say, Ken isn't a happy camper. CALPEEK will update this story and Prop. 170 in next week's issue - our "Election Special."...

CALPEEK'S 1993 ELECTION CALENDAR

Editor's note: Here's a short election calendar to help you keep track of all the specials, runoffs and other elections...

- **Nov. 2** - Statewide Special Election: Props. 168 to 174; San Francisco City Attorney & Treasurer election, plus 28 ballot measures; San Diego council runoffs; 4th S.D. & 27th A.D. special runoff elections; and 11th & 40th S.D. special primaries; and 64 muni elections around the State...

- **Dec. 28** - 11th S.D. & 40th S.D. special runoffs (if necessary)...

CA INITIATIVE UPDATE: GOP PRESIDENTIAL PRIMARY & TORT REFORM MEASURES ARE FILED.

Editor's note: Two initiatives dealing with hot political topics have been turned over to the AG's office for title & summary. In addition, a number of initiatives have just come back from the AG and are now in circulation. Here's our report...

...Political activist Stan Harper of Bakersfield has submitted a statute initiative to the AG's office for title and summary that would do away with the winner take all Calif. Republican Party **presidential primary**. In its place, Harper proposes proportional representation. The last time anyone discussed changes to the GOP Calif. presidential primary was back in 1980, but nothing was done...

...Political attorney Dana Reed, a longtime friend of Harper's, drafted the initiative. Harper estimates he'll need about \$700,000 to qualify his measure. No money so far, but he is hoping for support from Jack Kemp, Bill Bennett, Dick Chaney, Lamar Alexander, U.S. Sen. Bob Dole, Pat Robertson, Pat Buchanan and U.S. Sen. Phil Gramm --- all potential GOP presidential contenders who could benefit from this change. Why change now? Harper says it is necessary because in 1996 the Calif. presidential primary will be moved to March. "It is imperative that all candidates be encouraged to come to Calif. to present their respective ideas to our voters. With the winner-take-all primary, lesser known or lesser funded candidates will skip Calif. and concentrate on the other states where they will have a reasonable chance of securing delegates," Harper said in part. Harper will organize the funding during the 100 or so days that the proposed initiative is with the AG. Harper can be reached at (805)391-5631...

...As reported in CALPEEK's Oct. 11th issue, it looks like WWII between CA's business community and the CA Trial Lawyers Assn. On Oct. 19th, former State Sen. Barry Keene, president of the Assn. of CA Tort Reform (ACTR), filed an initiative with the AG that would limit attorney's contingency fees to 25% of the first \$100,000 of an award; 15% of the next \$100,000; and 10% of any award over \$200,000. The name of the group heading this initiative drive **tort reform** measure is Californians for a Fair Legal System(CFLS). Townsend, Hermocillo, Raimundo & Usher of Sacto are the campaign and initiative drive consultants. Once

qualified, this will be a mega-bucks campaign. There has been speculation that some agreement on tort reform might be worked out in the Legislature next year to avoid this battle, but we'll just have to wait and see...

...In the meantime, here are some initiatives that have cleared the AG's office and are now being circulated:

- **"Univ. of Calif. Governance,"** is the official title of a constitutional amendment that would require certain members of the UC Regents be elected through statewide nonpartisan elections, while other regents would be appointed by campus-based councils comprised of faculty, staff, students and local citizens. Donald E. Nicodemus Jr. of the Cmt. for a Responsible University is one of five proponents. He can be reached at (415)647-2775. This group has until Mar. 3, 1994, to collect 615,958 signatures...

- **"Sentence Enhancement. Repeat Offenders,"** is the official title of a statute initiative by Mike Reynolds of Fresno (209)222-1044. Felons with one prior conviction would get twice the sentence for new offenses and felons with two or more priors would get three times the sentence for new offenses. Reynolds has until Mar. 4, 1994, to submit 384,974 valid signatures. Stay tuned...

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.

If you're planning to move or have already done so, PLEASE send CALPEEK a change of address notice/letter WITH your current CALPEEK mailing label. The label contains a code which makes it easy to quickly process your change of address. Or call us with the code information. Thanks very much...

CALPEEK's DIRECTORY ALMOST READY FOR PRINTER.

CALPEEK's 1994 Directory of Campaign Consultants is almost ready for the printer. By the time this issue hits the street, all ads should be in and we'll have proofed the copy. We have 272 listings of general consultants, fundraisers, pollsters, petition managers, accountants and attorneys. Once we go to press, we'll send out a flyer with all the details about purchasing a new directory. We anticipate the cost will be \$12 for subscribers and \$40 for the non-subscribers. There is no sales tax. **Don't send anything now...**

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Hardline GOPers Urge Wilson Not to Run** - The CA Republican Assembly, the hardline conservative GOP grassroots volunteer organization, passed a resolution at its Oct. 17th BOD meeting formally asking Gov. Pete Wilson not to run for reelection in 1994. That's nothing new, but the CRA also plans to commission a statewide poll to see if there are any substantial GOP alternatives to Wilson. The poll should be ready by mid-January...

- **Davis Catches L.A. Times Heat** - That front page Oct. 17th article about Controller Gray Davis(D) and his probate referee appointees was a "zero" in terms having any journalistic justification. Yes, most of the individuals appointed by Davis have good political connections, but so what. Nowhere in the story does reporter Paul Jacobs indicate that there is any misconduct on the part of these referees. Davis's office told CALPEEK that there have been no serious complaints about any of Davis's probate appointees, either by probate judges or by probate attorneys. This isn't even mentioned in this story. But make no mistake, these appointments are "patronage" jobs. If you want to know more about this subject, read Gladwin Hill's Dancing Bear (p. 125)...

- **Kathleen Brown & NAFTA** - When State Treas. Kathleen Brown first talked about NAFTA, many thought she leaned in *favor* of the trade agreement. Now that she has *flip flopped*, some insiders are beginning to ask who convinced Kathleen that NAFTA was a bad idea? Many sources we've talked to automatically assume that organized labor got to Brown. But also *opposed* to NAFTA is Kathleen's brother, Jerry Brown, who is eyeing another run for the presidency in 1996. Is Jerry an "unofficial" adviser???

- **Card Club Madness** - Despite Gov. Wilson's veto of AB 995, plans for a multi-million dollar card club in Inglewood are still on track and construction has already begun. As CALPEEK readers may recall, Inglewood voters approved Measure E in 1992 to permit the owners of Hollywood Park to build and operate a card club at the track. Soon after the election, club operators discovered a *technical glitch* which required

special legislation. AB 995 by Assemblyman Curtis Tucker Jr. was approved by the Legislature, but opposed by AG Dan Lungren, who urged a veto. Even though AB 995 would have made life easier, sources indicate that where there's a will, there's a way --- so the card club will be built. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Christine Quirk takes over as communications director of the CA League of Conservation Voters. She replaces Tracy Grubbs, who had been on the job for the past 6 years. Quirk will be based in L.A...

- Murray Wood, who opened the L.A. office of AIPAC some 8 years ago, has left that organization and has opened his own PA/govt.-community relations and political consulting business at 17442 Horace St., Granada Hills, CA 91344. (818)366-6992...

- L.A. City Hall insider Robin Kramer has been picked to replace Jadine Nielsen as Deputy Mayor for Communications & Community Affairs. Nielsen resigned last week from Mayor Riordan's staff. Kramer has been with Marathon Communications as a consultant/lobbyist for the past several years...

- Gregory D. Totten has been named executive director of the CA District Attorneys Assn. He has been a prosecutor in the Ventura Co. DA's office since 1982. Totten starts his new job Nov. 1st...

- Cara Brown joins the op research firm of Smart Campaigns as a full partner. Brown was until recently working on the AG campaign of S.F. DA Arlo Smith...

- Nelson & Lucas Communications in Sacto has promoted Julie Marengo from Acct. Sup. to VP, while Elaine Paige moves up from Sr. AE to Acct. Sup...

- Jennelle Welling has been hired as a research asst. with the polling firm of Decision Research. She will work out of the firm's San Diego office...

- Savvy PR/financial relations pro Eileen Rose opens her own shop - Eileen Rose Communications, 12100 Wilshire Blvd., Ste. 520, L.A. 90025; (310)207-7160...